

## Nikki Watkins

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**From:** Alfredo Naim-Garcia  
**Sent:** Wednesday, November 02, 2016 11:48 AM  
**To:** Brooke Gallagher; Nikki Watkins  
**Subject:** FW: COA Mobility Bond - Incite Community Outreach

This was the initial approach.....

**Alfredo Naim-Garcia**  
Account Manager  
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**From:** Ted Siff [<mailto:ted@parkplacepubs.com>]  
**Sent:** Tuesday, August 30, 2016 8:49 AM  
**To:** Alfredo Naim-Garcia  
**Cc:** [jim@moveaustinforward.org](mailto:jim@moveaustinforward.org); [david@moveaustinforward.org](mailto:david@moveaustinforward.org)  
**Subject:** RE: COA Mobility Bond - Incite Community Outreach

Hi Alfredo,

Thanks very much for your offer and I'm so sorry for my slow response.

I've copied Jim Wick and David Chincanchan.

They are the key folks with the Move Austin Forward campaign.

Also, the campaign website is now up: <http://moveaustinforward.org/>, so I encourage you to check it out.

My role has become more directly focused on raising money for the campaign.

So, it would be best for you to connect directly with them.

Best, Ted

Ted Siff  
512-657-5414

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**From:** Alfredo Naim-Garcia [<mailto:agarcia@emmisaustin.com>]  
**Sent:** Monday, August 29, 2016 4:14 PM  
**To:** [ted@parkplacepubs.com](mailto:ted@parkplacepubs.com)  
**Subject:** RE: COA Mobility Bond - Incite Community Outreach  
**Importance:** High

Hi Ted,

I just wanted to follow up on the email (below) that I sent to you on august 4<sup>th</sup> regarding the mobility bond.

We are very interested in learning on how we could help.

Please let me know when would be a good day to get on a phone call.

Best,

**Alfredo Naim-Garcia**  
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**From:** Alfredo Naim-Garcia  
**Sent:** Thursday, August 04, 2016 11:54 AM  
**To:** '[ted@parkplacepubs.com](mailto:ted@parkplacepubs.com)'  
**Subject:** COA Mobility Bond - Incite Community Outreach  
**Importance:** High

Hi Ted,

I'm reaching out to learn more about the Get Austin Moving Coalition and your plans to garner public support for the mobility bond that will be up for ballot in November. Todd Jeffries, our morning show host on Newsradio KLBJ-AM, suggested I reach out to you. He interviewed you awhile back and is a big supporter of your cause.

I work with [Incite](#), a social impact marketing firm housed within Emmis Communications. We own 7 radio stations in Austin (News Radio KLBJ, KLBJ-FM, 101X, KGSR, BOB-FM, and two Spanish Language stations) as well as a digital department. Specifically, Incite uses the power of radio, digital marketing, social media, and events to inspire audiences to take actions that positively impact our communities.

One of our areas of expertise is grassroots mobilization around public policy issues. For instance, we worked closely with Seton Healthcare Families in 2012 to get Prop 1 passed, which approved a tax increase to fund the Dell Medical School at UT Austin. (Here's a [case study](#) from that campaign.) We have years of experience in multiple markets partnering with government departments, policymakers, and advocacy/lobbying groups to educate and motivate large groups of people to respond to pertinent social issues, especially at the ballot.

Would you have time to meet soon to talk about your advocacy plans for Get Austin Moving and ways Incite could help you mobilize public support to get the bond passed in November?

Best,

**Alfredo Naim-Garcia**  
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